

# Patient Access: *Artisans of the Patient Experience*

Thursday March 12, 2015

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- ▶ Meet the inspiring and motivating **Patti Consolver** Past NAHAM President and current Southwest Regional Delegate and Senior Director of Patient Access at Texas Health Resources. She will share her practices and perspectives on the patient experience as well as on crisis management with social media, and world health issues.
- ▶ Understand requirements for a **compliant & safe** environment for Patient Access by **hospital accrediting organizations**.
- ▶ Hear the Director of Mobile and Emerging Technologies at BCBSIL discuss **consumer engagement technology** and its presence in the healthcare landscape.
- ▶ Turn the Revenue Cycle into a Revenue Pathway with **Lean Thinking**. Move from managing the problem to preventing it.
- ▶ **HFMA Map Keys and NAHAM Access Keys:** The keys to turn for **optimizing revenue cycle success** and the patient experience. Explore the details of both and plot your course!

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# Agenda for March 12, 2015

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Please note, NAHAM & HFMA CEUs will be awarded to those in attendance.

- 7:30—8:30 Registration & Check-in / Continental Breakfast
- 8:30—8:40 **Welcome & President's Message**—[Philip Quick](#), aPAM President
- 8:40—9:35 **Enhancing the Revenue Cycle Experience for Patients**—[Sponsored by Experian Health Patti Consolver](#), CHAM, Senior Director of Patient Access in System Services at Texas Health Resources. Learn how Texas Health Resources focus on the recorded patient interactions with revenue cycle staff led to positively impacting the patient experience.
- 9:35—10:30 **Understanding Regulatory Requirements Leads to Safer Patient Access**  
[Jason Jahnke](#), MHA, Coordinator, Regulatory Affairs, Advocate Good Shepherd Hospital  
The first step in the vast scope of Patient Access is safety. Explore what this includes by examining industry regulations. Evaluate these risks in your work environment and learn how you can minimize or eliminate them.
- 10:30—10:45 Break
- 10:45—11:40 **Visionary Use of Technology Delivers Information and Service for Quality Health Management**  
[Patrick Feeney](#), Director of Mobile and Emerging Technologies at Blue Cross Blue Shield of Illinois  
BCBSIL is using mobile and other emerging technology to find new and innovative ways to engage customers in a changing healthcare market. Explore this spectrum of health management and patient engagement that will be a dominating factor in the healthcare delivery market.
- 11:40—12:00 **Updates on NAHAM, aPAM, and Hot Topic of the day!**  
[Philip Quick & Patti Consolver](#)
- 12:00—1:00 Lunch / Updates / Sponsor Introductions
- 1:00—1:45 **Crisis Management—More than Just Registering Patients**—[Sponsored by Experian Health Patti Consolver](#), CHAM, Senior Director of Patient Access in System Services at Texas Health Resources. When the unexpected happens, how to handle the non-registering aspect of patient access responsibilities.
- 1:45—2:40 **Lean Thinking in Patient Access and Denials Prevention**  
[Mary Treacy Shiff](#), Vice President of Finance at Advocate Good Samaritan Hospital.  
Lean Thinking is a way for people to identify waste in a process and learn how they can better deal with it. While waste is an interesting word, think of waste as anything that does not create value for our customers. Think of waste as the stuff that makes our work frustrating and eats away at our time. Explore Lean Thinking as part of denials management allowing us to identify waste, get to the root cause of it and lead to better outcomes. Lean Thinking means moving from denials management to denials prevention.
- 2:40—3:30 **A Comparison of the HFMA MAP Keys to the NAHAM Access Keys**  
[Leslie Dickens](#), MHS, FHFMA, Director Patient Access/Intake, Advocate Illinois Masonic Medical Center. Evaluate a comparison of the HFMA MAP Keys to the NAHAM Access Keys – Review each organization's benchmarks and participate in a discussion about a single dashboard that provides an overall view of performance. Assign weights to the categories and explore how to provide a summary-level of performance.
- 3:30—5:00 Conference reception & cocktails / Raffle (You must be present to win!) / And by all means NETWORK WITH YOUR PEERS!
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# Information About our Speakers

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**Patti Consolver, CHAM**, Senior Director of Patient Access in System Services at Texas Health Resources

Patti has been with THR for over 22 years. She previously was the Director of Patient Access at Texas Health Plano which is a 300+ bed acute care hospital where she oversaw patient registration, pre-admission; pre-certification, verification of accounts as well as financial counseling and centralized scheduling. She was then promoted to administrative director of patient access services.

She is recognized as a leader in the development of THR's Access infrastructure through leadership of 13 wholly owned hospital patient access departments and the patient access intake center, metrics ownership and cross-revenue cycle collaboration.

Patti has served on the National Association of Hospital Access Managers (NAHAM) Board of Directors as President and is currently in the Southwest Delegate role. She is actively involved in HFMA and her state NAHAM affiliate NORTEX.

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**Jason M. Jahnke, MHA**, Coordinator, Regulatory Affairs, Advocate Good Shepherd Hospital.

Jason has a Master's Degree in Hospital Administration from National Louis University in Chicago and a Bachelor's Degree of Economics from the University of Iowa. He holds a professional membership with American College of Healthcare Executives (ACHE). Jason chairs several committees at Advocate Good Shepherd including Physical Environment, Contracted Services and Regulatory. He is also involved in many Advocate System level committees.

Jason is ISO9001 Lead Auditor certified. He is an Eagle Scout and Committee Chairman of his Boy Scout Troop 168. Jason has spent 12 years in the military, serving overseas during Operation Enduring Freedom, 2003-2004.

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**Patrick Feeney**, Director of Mobile and Emerging Technologies at Blue Cross Blue Shield of Illinois (BSBSIL).

Patrick manages projects and initiatives that support mobile marketing programs, including: native mobile applications, responsive mobile websites, mobile messaging campaigns and other emerging capabilities.

Patrick provides guidance and oversight to BCBSIL with regards to customer facing mobile and emerging technologies by identifying opportunities to apply new approaches to ongoing projects, starting new emerging technology projects and initiatives to meet BCBSIL challenges and piloting emerging technology within the enterprise to show the actual effect solutions have on our target audiences.

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Prior to BCBSIL, Patrick worked at Accenture as a consultant. He has his BA from University of Illinois – Urbana Champaign and his MBA from DePaul University.

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**Mary Treacy Shiff**, Vice President of Finance at Advocate Good Samaritan Hospital.

Mary provides executive leadership and strategic direction for the financial performance of the hospital, including financial planning and budgeting. Prior to Advocate Good Samaritan Hospital, Mary held several leadership positions for the Vanguard Health System. She was the Chief Financial Officer at Vanguard Westlake Hospital after working as the Controller and then the Associate Chief Financial Officer at Vanguard MacNeal Hospital.

Mary currently serves as the Secretary for HFMA's First Illinois Chapter, and has served as Treasurer and Board Member in prior years. Mary has a Bachelor of Science degree in Applied Arts and Sciences from San Diego State University and studied Nursing at Marquette University. She resides in Aurora with her husband and four children.

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**Leslie Dickens, MHS, FHFMA**, Director Patient Access/ Intake, Advocate Illinois Masonic Medical Ctr

Leslie, a graduate from Wake Forest University and Johns Hopkins University Bloomberg School of Public Health, began her healthcare career as an administrative resident at Wake Forest University Baptist Medical Center. From there, Leslie became a revenue cycle consultant with Huron Consulting Group, where she assisted with the implementation of three Consolidated Patient Accounting Centers with the Veterans Administration. Her primary focus included implementation of a patient accounts workdriver, staffing analyses, and enhanced reporting. As part of the enhanced reporting, Leslie was integral to the development and roll-out of a new denials reporting methodology.

After several years, Leslie switched to FTI Consulting, where she worked on the front end at Parkview Health, and with Albert Einstein Medical Group. Both projects included implementation of front end process improvements and robust reporting.

More recently, Leslie has been an Operations Improvement Consultant for Advocate Health Care, working on a variety of projects at both a site and system level. She led projects that include developing clinical patient flows for Illinois Masonic Medical Center's new outpatient pavilion, GI Scheduling process improvement and implementation of eOrders, as well as the leadership re-organization of Advocate Medical Group into service lines.

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**Conference attendees will earn NAHAM & HFMA CEU credits.**

# Conference Registration Form



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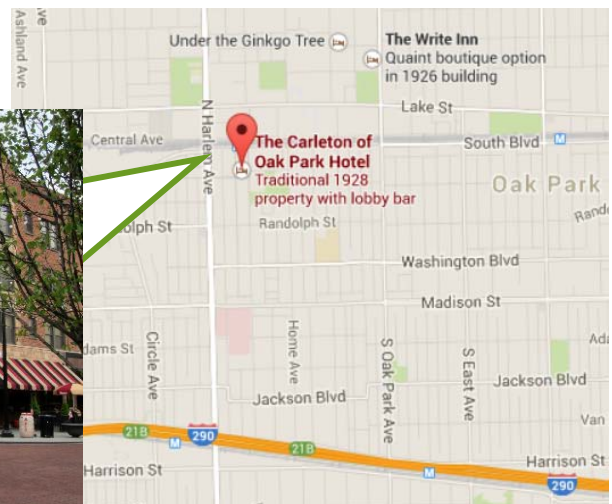
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**We look forward to seeing you on March 12th!**